

JOB DESCRIPTION

POSITION TITLE:	CHANNEL SALES MANAGER
NORMAL WORK SCHEDULE:	8:00 a.m. to 5:00 p.m. Mon-Fri.
PAYROLL STATUS:	Salary/Exempt

General Purpose: This position drives sales through distribution channels by identifying, developing, and supporting relationships with named Channel Partners; monitoring results, increasing sales, and maximizing revenues. The Channel Sales Manager will act as a sales liaison between distributors, named Channel Partners and Regional Sales Managers.

JOB REQUIREMENTS:

- Make regular visits to partners to develop positive working relationships and to educate partners about product portfolio and complimentary services offered; provide current information about new products and enhancements.
- Ensure proper stock of products for the respective accounts.
- Develop process improvements to optimize partner management activities.
- Work with partners to develop sale proposals, quotations, and pricings.
- Evaluate partner sales performance and recommend improvements.
- Forecast all revenue, product and budgetary expectations for each account in Channel/Distribution sales.
- Meet or Exceed assigned quota.
- Stay current with latest developments in marketplace and competitor activities.
- Establish, direct, manage, coordinate and evaluate varied components of company's channel/distribution sales program, as necessary.
- Address partner related issues, sales conflicts and pricing issues in a timely manner.
- Review market to determine customer needs, volume potential, pricing and competition.
- Work closely with Marketing, Product Management and Sales to continually refine and improve market position; assist in development of messaging, sales tools, campaigns, promotions and necessary marketing plans.
- Work with Finance to resolve credit issues and keep accounts in good standing.
- Analyze sales statistics, market conditions and competitive landscape.
- Conduct regular business plan review with customers to ensure company goals and strategies are understood and being achieved and implemented.

CHANNEL SALES MANAGERPage 2 of 3

REPORTING RELATIONSHIP:

This position currently reports to the VP of Sales.

EDUCATION AND EXPERIENCE:

- BS/BA in Marketing or Business Administration, or equivalent combination of education and related business experience.
- Working knowledge and experience with antennas and RF concepts used in wireless communications.
- Demonstrated track record of success in selling to various Distributors in related industry.

SKILLS AND ABILITIES:

- Ability to effectively utilize resources to solve issues and create solutions to customer and partner needs and problems.
- Ability to project a strong leadership image and foster a cooperative working relationship with other management and colleagues.
- Skilled at customer relations, strong business planning and implementation skills.
- Ability to maintain positive company image and brand.
- Ability to perform work accurately and thoroughly.
- Well-developed written and verbal communication, listening, negotiating, and presentation skills.
- Well-organized and able to manage multiple projects and meet deadlines.
- A courteous and professional demeanor.
- Ability to conduct well-organized training sessions and convey technical information clearly at all levels.
- Ability to work well under pressure and effectively handle peak volumes of work.
- Intermediate to advanced computer skills. Proficient with MS Office Suite of products.
- Willingness to travel.

WORKING CONDITIONS:

- Perform light physical work such as computer work, reaching, stooping, standing and walking. May be required to lift up to 15 lbs regularly and up to 30 lbs occasionally.
- 50% travel requirements include customer visits, trade shows, meetings and conferences.